

Cooperative Library Services Update

Tualatin Public Library, May 2015



Connecting People, Books and Resources

www.wccsls.org

Mission Statement

"The libraries in Washington County work together in a spirit of cooperation that extends beyond local boundaries in order to provide excellent countywide library service to all residents."



Cooperative Partnership

The County's Role

www.wccls.org



- Primary funding source for operations
- Support services for member libraries
- Outreach to special populations

Cooperative Partnership

The Library's Role

www.wccls.org



- Provide & maintain facilities
- Supplement County funding
- Determine local policies
- Comply with common standards
- Treat all borrowers the same

Cooperative Partnership

How does Aloha Library Fit?

www.wccls.org



Future Funding – Need to Increase Levy Rate

www.wccls.org

November 2015 Levy -- Ballot Measure
Draft Goal: Restore, maintain & strategically implement services to meet patron needs through 2021

- Maintain patron access to services
- Increase efficiencies in service delivery
- Increase e-content access and options
- Improve reading & learning support for children and youth
- Fold Aloha Library into WCCLS

Process & Timeline

www.wccls.org

November 2015 Levy -- Ballot Measure

- *May 2014: Policy Group presented service proposals & Aloha requested admission*
- *Voter polling conducted January 2015*
- *Now: Executive Board looking at public library funding distribution models*
- *Recommended levy package to Bd. of Commissioners in May 2015*

Telephone Survey

www.wccls.org

Campbell DeLong Resources Inc.

- *Poll of 400 likely voters*
- *Asked about a rate of 22 cents (5 cent increase from current levy)*
- *CDRI – est. 55-60% approval*
 - *Children's reading programs*
 - *Maintaining open hours*
 - *Books available for checkout at any library*

Levy Protocols: Education VS Advocacy

www.wccls.org

*Oregon Elections Laws control how public employees talk about ballot measures --
ORS 260.432*

- *public employees may not advocate for or against a ballot measure or candidate while on the job -- impartial language*
- *Elected officials are not restricted*
- *Volunteer board members are considered "unpaid public employees"*

Questions?

Eva Calcagno calcagno@wccls.org

www.wccls.org

Westside Voices:
88% "library meets or exceeds my expectations" – June 2013



- Wccls.org
- Wccls.org/espanol
- Facebook.com/WCCLS
Facebook.com/BibliotecasWCCLS
- Twitter.com/WCCLS



Cooperative Library Services Levy

BRIEFING PACKET



Washington County
Cooperative Library Services

NOVEMBER 3RD GENERAL ELECTION




Partners in Library Services

The Cooperative is a county – city - non-profit partnership to provide public library service to all residents

- Washington County: Central Support and Outreach, West Slope Community Library
- Cities of: Banks, Beaverton, Cornelius, Forest Grove, Hillsboro, North Plains, Sherwood, Tigard, and Tualatin
- Non-profits: Cedar Mill Community Library and Garden Home Community Library
- Developing Library: Aloha Community Library (would become member upon levy passage)





Washington County
Cooperative Library Services



The Proposal








Proposed Rate of 22¢ per \$1000


- Increase of 5¢ over current rate
- Would be first increase approved since 2006
- Levy would run for five years (2016-2021)
- Increase would cost the average property owner an additional \$12 in the first year





The Services

Levy would provide approximately 40% of County funding for:

-  Maintain Hours & Services at 15 libraries
-  Cultural & educational programs
-  Central linking services
-  Books & materials for all users
-  Children's reading programs – over 280,000 visits annually
-  Support for additional library outlets to better serve residents
-  Reading support, homework help to assure student success







The Track Record

Past Election Results

2002: Failed	49.8% (lost by 611 votes)
2004: Passed/Failed	52.2% Passed, but did not achieve 50% turnout
2006: Passed	57.4% first increase since 1996 (17¢ levy)
2010: Passed	65.9% renewed at same rate

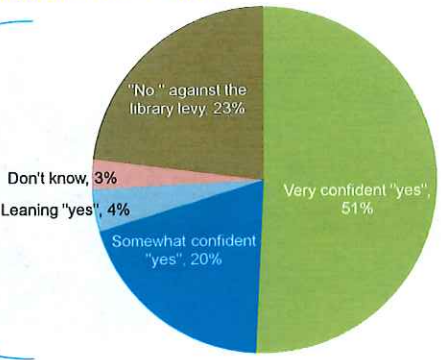
Community Support

Recent polling on levy request supports rate increase

Very Confident = 51%

Fence Sitters = 27%

- Somewhat confident (20%)
- Leaning "yes" (4%)
- Don't know (3%)



Source: Campbell-DeLong Resources, Inc., January 2015

